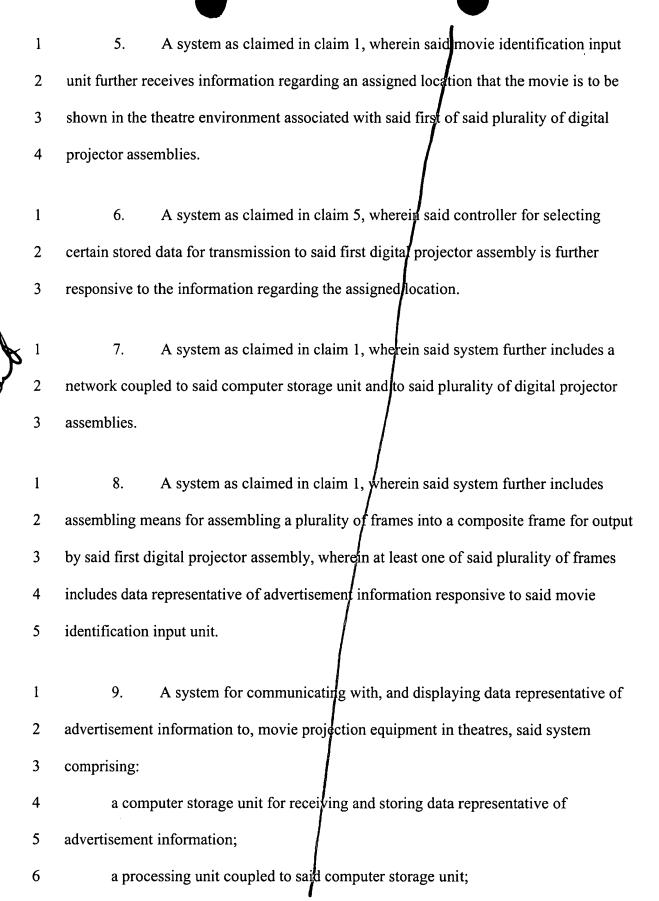
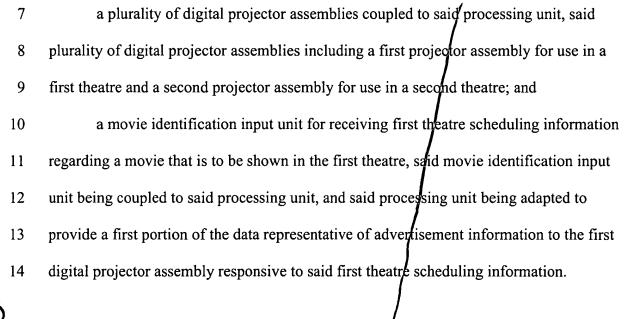
Shi	
4	1. A system for communicating with, and providing data representative of
2	advertisement information to, movie projection equipment in theatres, said system
3	comprising:
4	a computer storage unit for receiving and storing data representative of
5	advertisement information;
6	a plurality of digital projector assemblies coupled to said computer storage unit
7	for receiving data from said computer storage unit;
8	a movie identification input unit for receiving information regarding a movie that
9	is to be shown in a theatre environment associated with a first of said plurality of digital
10	projector assemblies; and
11	a controller for selecting certain stored data for transmission to said first digital
12	projector assembly responsive to said movie identification input unit
1	2. A system as claimed in claim 1, wherein said first of said plurality of
2	digital projector assemblies includes a computer processing unit in communication with a
3	digital projector.
1	3. A system as claimed in claim 1, wherein said movie identification input
2	unit further receives information regarding an assigned time that the movie is to be shown
3	in the theatre environment associated with said first of said plurality of digital projector
4	assemblies.
1	4. A system as claimed in claim 3, wherein said controller for selecting
2	certain stored data for transmission to said first digital projector assembly is further
3	responsive to the information regarding the assigned time



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- 10. A system as claimed in claim 9, wherein said first theatre scheduling information includes information regarding the time date and location that a particular movie is to be shown.
- 11. A system as claimed in claim 10, wherein said system further includes a network in communication with said plurality of digital projectors, said processing unit, and said movie identification input unit.
- 12. A system as claimed in claim 9, wherein said scheduling information includes information regarding whether a particular showing of a particular movie is the first showing of the movie in that theatre.
- 13. A system as claimed in claim 9, wherein said scheduling information includes information regarding whether a particular showing of a particular movie is within the first week of the first showing of the movie in that theatre.

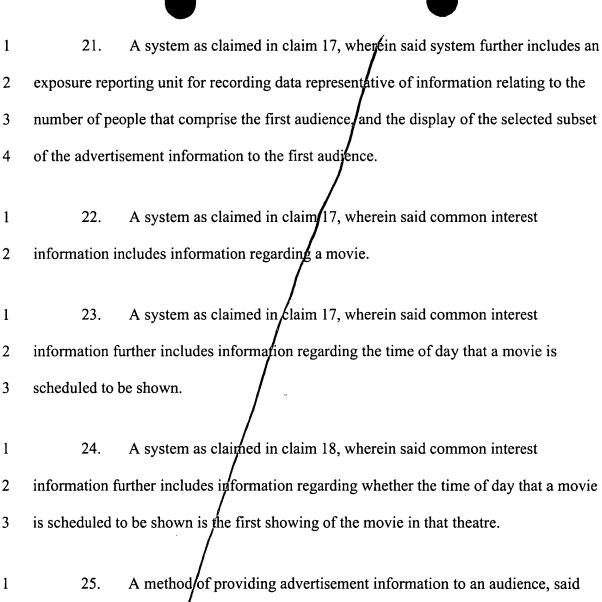
1	14. A system as claimed in claim 9, wherein said movie identification input
2	unit also receives said second theatre scheduling information regarding a movie that is to
3	be shown in the second theatre, and said processing unit is adapted to provide a second
4	portion of the data representative of advertisement information to the second digital
5	projector assembly responsive to said second theatre scheduling information.
1	15. A method of providing data representative of advertisement information to
2	movie projection equipment in theatres, said system comprising the steps of:
3	initializing a computer storage unit for receiving and storing data representative of
4	advertisement information;
5	receiving data from the computer storage unit at a plurality of digital projector
6	assemblies;
7	generating movie identification information regarding a movie that is to be shown
8	in a theatre environment associated with a first of the plurality of digital projector
9	assemblies; and
10	selecting certain stored data from the computer storage unit for transmission to the
11	first digital projector assembly responsive to the movie identification information.
1	16. The method as claimed in claim 15, wherein said method further includes
2	the step of assembling a plurality of frames into a composite frame for output by the first
3	digital projector, wherein at least one of the plurality of frames includes data
4	representative of advertisement information responsive to the movie identification
5	information.

1	17. A system for providing advertisement information to an audience, said
2	system comprising:
3	storage means for receiving and storing advertisement information regarding a
4	plurality of advertisements;
5	common interest identification means for identifying a characteristic that each of
6	the members of a first audience has in common, and for producing common interest
7	information;
8	selection means for selecting a subset of the advertisement information responsive
9	to the common interest information; and
10	display means for permitting the selected subset of the advertisement information
11	to be displayed to the first audience.
1	18. A system as claimed in claim 17, wherein said system further includes a
2	movie attendance feedback unit for receiving data representative of information regarding
3	the number of people comprising the first audience.
1	19. A system as claimed in claim 17, wherein said system further includes an
2	exposure log generation unit for recording data representative of the display of the
3	selected subset of the advertisement information to the first audience.
1	20. A system as claimed in claim 17, wherein said system further includes an
2	exposure log feedback unit for receiving a recording of the display of the selected subset
3	of the advertisement information to the first audience.

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- 25. A method of providing advertisement information to an audience, said method comprising the steps of:
- providing a storage medium for storing advertisement information regarding a plurality of advertisements;
- identifying a common interest characteristic that each of the members of a first audience has in common;
- generating common interest data representative of said common interest 8 characteristic; and





- 9 selecting a subset of the advertisement information responsive to the common
- 10 interest data.
 - 26. A method as claimed in claim 25, wherein said method further includes
- 2 the step of displaying the selected subset of the advertisement information to the first
- 3 audience.

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